Mevgal Greek Yogurt Product Sales Performance Analysis

**Problem Definition:** Understand the sales performance for various products at Mevgal overtime. With this analysis, we will address the following:

* Understand the dynamics of the dairy market and its consumption patterns
* Identify the most successful products and target the marketing and promotional efforts towards those.
* Aim to understand the impact of various external factors on the dairy market such as the economic, environmental, and technological factors.

**Data Source:** Dairy Supply Chain Sales Dataset. Direct access link [here](https://zenodo.org/record/7853252). The data is about the sales of MEVGAL products - <https://mevgal.gr/> ; Authors from the University of Western Macedonia published the dataset on ITHACA - <https://ithaca.ece.uowm.gr/>, and were responsible for the dataset.

**Motivation:** Understanding the impact of external factors on the dairy industry is essential not only for business manufacturing and supply chain processes but also for other industries and consumers that rely on dairy products.